

REMARKS/ARGUMENTS

In response to the Examiner's final Office Action of May 19, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the following Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to omit recitation that the determined and re-determined operation parameters include ink levels, thereby limiting the claimed invention to operation parameters regarding the web of media; and

dependent claims 3-5, 7, 13, 31, 37-41 and 49 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application, nor any new issues to the prosecution of the present application.

Regarding 35 USC 103(a) Rejections and Response to Arguments

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 3-5, 7, 13, 31, 37-41 and 49 dependent therefrom, is not taught or suggested by any one or more of previously cited Martin, Nozawa, Bullock, Stoffel and Goldstein, because whilst Bullock discloses that it is important to monitor parameters of the ink cartridge and print head (see col. 6, line 58-col. 7, line 13), Bullock does not mention print media let alone monitoring parameters of a web of media in the manner recited in the claimed invention.

Thus, there is no motivation from the disclosure of Bullock for one of ordinary skill in the art to provide the monitoring of the claimed invention in any combination with Martin, Nozawa, Stoffel and Goldstein.

It is respectfully submitted that the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

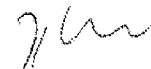
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